

SHAW) **MEDIA**

SPRING 2011

INSIDE VIEW



Three for Three:
Sales Success P.7

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of strong ROI.

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INSIDE VIEW

Published by Shaw Media Inc.

Errol Da-Ré SVP Sales
Lori Legault VP National Sales
Greg McLelland VP National Sales
Doug Davis VP Revenue Management
Kathy Gardner VP Strategic Insight & Research
Tim Schellenberg VP Local & Regional Sales
Graeme Mackrell Director Digital Sales

Toronto 416-967-1174
Montréal 514-525-1133
Vancouver 604-420-2288
Edmonton 780-989-4725
Calgary 403-235-7716

Anne Denommé Executive Editor
Samantha Lamb Creative Director
Max Gabriel Izod Design and Layout
Carolyne McLean Production

Contributors:

Roma Ahi	Genie Albrecht
Solange Bernard	Lisa Blue
Catie Bower	Munro Cullen
Natalie Cunningham	Sean Deasy
Sherida German	Debbie Hill
Chris Hopkins	Michelle Lemmon
Graeme Mackrell	Jennifer Mason
Adam Miller	Sarah Mitchell
Maureen Norman	Gary Sappleton
Ann Marie Schiavone	Ann-Marie Spurr
Andrea Thompson	Flo Wells

Special thanks to the Content and Acquisitions Teams
 for great Shaw Media programming

Interior pages printed on 60lb Enviro 100 text recycle stock.



RECYCLED
 Paper made from
 recycled material
FSC® C004949

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When it comes to TV, **Global's** got you covered—*Global National* and *Global Local News* for daily coast-to-coast coverage; *Entertainment Tonight* and *ET Canada* for the latest celebrity news and gossip from both sides of the border, and of course, a rock-solid roster of primetime TV including *Glee*, *House*, *Hawaii Five-0*, *Rookie Blue* and more.

new episodes

- **House** MONDAYS AT 8.00 ET/PT
- **Hawaii Five-0** MONDAYS AT 10.00 ET/PT
- **Glee** TUESDAYS AT 8.00 ET/PT
- **NCIS: Los Angeles** TUESDAYS AT 9.00 ET/PT
- **The Good Wife** TUESDAYS AT 10.00 ET/PT
- **Survivor** WEDNESDAYS AT 8.00 ET/PT
- **NCIS** WEDNESDAYS AT 9.00 ET/PT
- **Bones** NEW TIME THURSDAYS AT 9.00 ET/PT
- **The Office** NEW TIME THURSDAYS AT 10.00 ET/PT
- **The Simpsons** SUNDAYS AT 8.00 ET/PT
- **Family Guy** SUNDAYS AT 8:30 ET/PT



The Good Wife

new series

Off The Map

From executive producers of *Grey's Anatomy* comes an uplifting medical drama that explores how far one has to go in order to truly heal. Six doctors who have lost their way will go to the ends of the earth to try to remember the reasons why they wanted to become doctors in the first place. New Series Wednesdays at 10.00 et/pt.



The Chicago Code

This smart and gritty police drama stars Jennifer Beals as Teresa Colvin, the newly appointed Chicago Chief of Police. Determined to implement changes before city politics clog her office, Colvin learns her difficult choices have made her some powerful enemies. When a murder investigation yields certain evidence pointing straight to a dirty politician, Colvin is determined to bring him to justice and clean up Chicago along the way. New Series Mondays at 9.00 et/pt beginning February 7.



new seasons

Survivor: Redemption Island

The rules of *Survivor* are simple: average fans are abandoned in the middle of some of the most unforgiving places on earth. In the 22nd installment of *Survivor* the game has changed forever. Once voted out castaways will be sent to Redemption Island to live alone and battle with one other castaway for the chance to go back and compete for the chance at winning \$1 million. New Season Wednesdays at 8.00 et/pt starting February 16.



The Celebrity Apprentice

Donald Trump returns to the boardroom as he guides 16 celebrities through daunting business-related challenges throughout New York City. This season's crop of famous contestants includes Meat Loaf, Star Jones, Lisa Rinna, Dionne Warwick, Jose Canseco, La Toya Jackson, Marlee Matlin, Niki Taylor, Richard Hatch and more who will put their business acumen to the test in trying to avoid hearing Trump utter his famous catchphrase: "You're fired!" New Season Sundays at 9.00 et/pt starting March 6.

GlobalTV.com

DIGITAL INITIATIVES, STATISTICS AND INNOVATIONS

- 1.2 million Unique Visitors/month – up 32% YoY
- 16 million page views/month – up 57% YoY
- 31 minutes per visitor/month
- 57% of the audience is A18-49
- Global iPad Video App launches as the number one free app with over 100,000 downloads so far
- Global News is re-launching their fully sponsorable weather product including local iPhone apps in early 2011



Global TV iPad app

Source: Unique Visitors and Profile data comScore Inc. Media Metrix. Page Views Omniture Site Catalyst. All data September-November 2010 average

Global iPad Video App stats from iTunes connect for downloads and Google Analytics for all other metrics

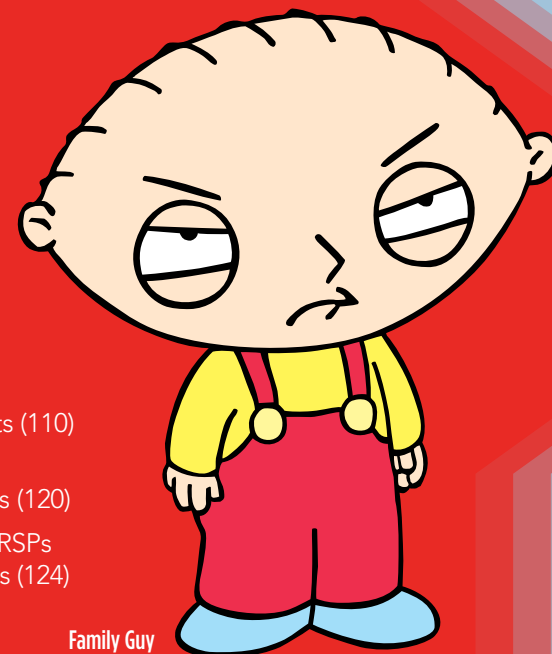
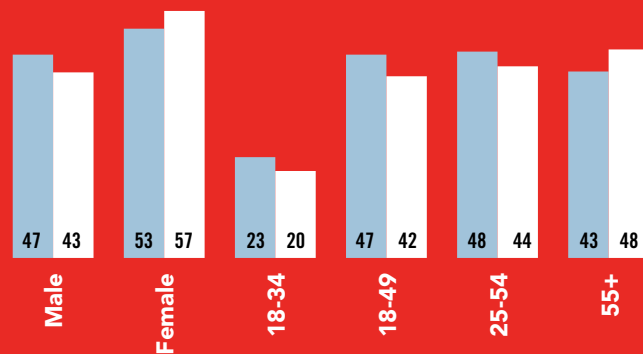
Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

BBM Canada PPM Data (Sept13-Dec5/10)

Total TV
Global



Family Guy

More likely to:

- Be the principal shopper (107), and spend \$10,000+ on home improvements (111)
- Enjoy fine dining (115), gardening, attend live/ballet/opera/art/museum (113), go to the casino (111 past 4 months), travel (4+nights, own province 117, out of province 122, US 116, other destinations 138)
- Exercise regularly (127) and play individual/team sports (110)
- Use their mobile devices to text (108), e-mail (111), download music (115), use GPS (125) and watch videos (120)
- Be planning for their future with personal loans (109), RRSPs (112), stocks/mutual funds (126) and term deposits/GICs (124)

Source: BBM Canada PPM Data (F10 = Sept13-Dec5/10) / English Canada/Comp% of Adults 18-54

Key Research Findings

- *Hawaii Five-0* is this Fall's #1 new drama
- *House* and *Survivor* maintained their top 10 position in the rankers and won their respective time periods
- All three sophomore programs have moved up in the rankings over last year
 - *Glee* moved up from #8 last Fall to #2
 - *NCIS: Los Angeles* moved up from #18 to #17
 - *The Good Wife* moved up from #42 to #32
 - All three also win their time periods
- In an average week, 4.5 million consumers 2+ tune in to *Global National* for the national news
- After 29 years, *Entertainment Tonight* is still Canada's #1 entertainment news program (W25-54)
- *Young and the Restless* is the #1 daytime soap against W25-54

Source: BBM Canada PPM Data (F09 = Sep14-Dec6/09/F10 = Sep13-Dec5/10) / Total Canada/Adults 18-49 unless otherwise noted



Glee

Three for three

Shaw Media converts recent marketing opportunities into major sales success stories

The hottest application in mobile technology; an innovative approach to healthy eating; and a smart automobile manufacturer. At first glance, three elements with little connection beyond, perhaps, helping comprise an enriched contemporary lifestyle. But now, an iPad app, the Healthy Choice Project and Hyundai

share something that brings them together in sharp focus: they are each massive marketing success stories having partnered with Shaw Media.

Three distinctly different brands that each sought effective marketing strategies. Three that each deserved deeper brand experiences hinged on creative,

integrated and highly targeted campaigns. And three stories that engaged consumers.

Rhyme for reason

Ahead of the critically important fall season for automotive retail, Hyundai was seeking an insightful advertising solution to capture its smart brand promise. In September, the automobile manufacturer and their media agency ZenithOptimedia partnered with Shaw Media to present "Hyundai Mondays," an integrated advertising campaign that creatively aligned with Global Television and some of the broadcaster's top-rated specialty networks.

The catchy "Hyundai Mondays on Global" gave Hyundai

significant presence during Canadian broadcasts of *ET Canada*, *House*, *Lie To Me* and the highly anticipated new show, *Hawaii Five-0*. In addition to its affiliation with one of the most talked-about nights on television, the Hyundai campaign extended beyond Monday nights with 15- and 30-second integrated promotional spots that ran within all top shows and big premieres that aired on Global throughout the fall launch period.

Featuring Rick Campanelli, co-host of *ET Canada*, and Daniel Dae Kim, star of *Hawaii Five-0*, the Shaw Media-produced promo spots drove viewers to tune in to "Hyundai Mondays." Versions also aired as network I.D.s proclaiming, "You're watching

Continued on Page 29





From décor to real-estate to renovations, **HGTV** is the number one destination for entertaining home-related content. With popular hosts that are the leading experts in their fields, **HGTV** offers clever solutions and a multitude of ideas for remarkable transformations, dramatic makeovers and breathtaking reveals. Whether you are picking the perfect paint colour and stylish accessories, or considering a large-scale reno, **HGTV** is Canada's most inspiring source for home ideas.

HGTV is a trademark of Scripps Networks, LLC, used with permission.

Celebrate the great indoors with an array of new series and new episodes of returning favourites including:

new series

Sarah 101 Sarah Richardson

Gemini Award winning host Sarah Richardson is back with a brand new series, *Sarah 101*. *Sarah 101* is a back-to-basics crash course in design that breaks every project into simple building blocks and showcases Sarah's signature approach of tips and tricks to solve design problems so that you too can transform any room in your home!



Professional Grade



Sarah 101

new series CONTINUED

Design DNA

Design DNA combines the simplicity of "How It's Made", the popular manufacturing show, with high style design, focusing on the amazing stories of the world's most extraordinary and ordinary pieces of home design.

Professional Grade Sean Smith

Savvy and resourceful homeowners tackle a room renovation trying to achieve professional quality results on a limited budget. If they can fool a team of master contractors into thinking they spent more money than their actual out-of-pocket costs — the homeowners will win the difference.

Cracking Antiques

Cracking Antiques drags antiques from their pedestals, blows the dust off them and shows how they can be more affordable, stylish and better made than much of what the high street has to offer.

Property Ladder Sarah Beeny

Follow the journey of amateur property developers as they set out to make a life changing profit from renovating challenging houses.

new seasons

- **Flipping Out** Jeff Lewis
- **Holmes Inspection** Mike Holmes
- **Dear Genevieve** Genevieve Gorder
- **My First Place**
- **Selling New York**
- **The Decorating Adventures of Ambrose Price** Ambrose Price
- **Marriage Under Construction**
- **House Hunters**
- **House Hunters International**



Flipping Out



Marriage Under Construction

Holmes Inspection



HGTV.ca

DIGITAL INITIATIVES, STATISTICS
AND INNOVATIONS

- 172,000 Unique Visitors/month – up 30% YoY
- 1.8 million page views/month – up 7% YoY
- Over 6 minutes per visitor/month – up 11% YoY
- 1/3 of the audience is F25-54 indexing 124 vs. the online population
- Brand new exclusive web series *The Switch* and *Model Home Showdown*



Source: Unique Visitors and Profile data
comScore Inc. Media Metrix

Page Views Omniture Site Catalyst.
All data September-November 2010
average

For more, please visit **ShawMedia.ca** - 9

Coming in Spring

new series

All American Handyman

Mike Holmes & Scott McGillivray

20 handy men and women from all corners of the US compete in challenges to prove they are America's best handyman in the new series, *All American Handyman*. To avoid elimination, contestants must showcase their abilities under the watchful gaze of HGTV's celebrity judges Mike Holmes and Scott McGillivray, plus a secret weekly judge.



All American Handyman

Decked Out Paul Lefrance

Decked Out is an entertaining, irreverent series showcasing the creative process of designing and building impressively intricate outdoor decks and beautiful backyard spaces. Each show follows, from concept to completion, the story of a backyard makeover with a focus on the construction of the unique deck project.

Home To Keep Peter Fallico

Home to Keep is the newest design series for Peter Fallico in the successful "Home to" brand. In *Home to Keep* Peter helps families re-purpose a space in their home that doesn't actually work with the way they live in it. With his team of experts in tow Peter takes on a new challenge every week, working through the different space challenges to give each lucky family a space that will truly make it a "Home to Keep".

Home to Keep



new seasons

- **Property Virgins** Sandra Rinomato
- **Disaster DIY** Bryan Baeumler
- **Income Property** Scott McGillivray

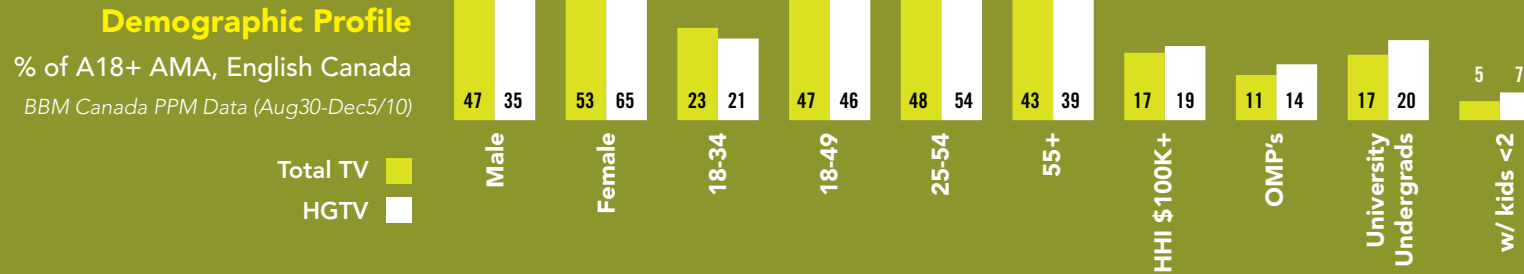


Disaster DIY



Property Virgins

Audience Profile



More likely to:

- Have a mortgage (122) and spend \$10,000+ on household improvements (127)
- Use their mobile device to download music (111), download (114) and watch (120) video
- Enjoy gardening (106), online gaming (107), visiting casinos (142), and playing individual/team sports (120)
- Have RRSPs (110), government savings bonds (131), stocks/ mutual funds (106), and RESPs (106)

Source: BBM Canada PPM Data (F10 = Aug30-Dec5/10) / English Canada/Comp% of Adults 18-54

Key Research Findings

- Top 10 against A25-54 / Top 3 for W25-54!
- Top programming consists of proven performers like *Property Virgins*, *House Hunters International* and *Holmes Inspection*
- *House Hunters/Property Virgins* early prime airings (M-F 7-8p) experienced 15% AMA growth over last year
- Ranked 2nd by consumers among the top 30 Canadian specialty stations for: being a favourite, higher likelihood of purchasing advertised products, having relevant advertising*

Source: BBM Canada PPM Data (F09 = Aug31-Dec6/09/F10 = Aug30-Dec5/10) / Total Canada/ Adults 25-54 unless otherwise noted

*Source: Specialty Engagement Study. SRG/Canwest, Nov. 2009 W25-54





Food Network is Canada's favourite destination for entertaining and inspiring food-related experiences. From engaging, passionate chefs to dramatic culinary competitions and behind the scenes access to the food industry, **Food Network** serves up an appetizing schedule showcasing popular programs from Canada, the U.S., Britain and around the world.

FOOD NETWORK is a trademark of Television Food Network G.P., used with permission.

new and returning series

- Pitchin' In **NEW SEASON**
- Top Chef All-Stars **NEW SEASON**
- 24 Hour Restaurant Battle **NEW SERIES**
- Cupcake Wars **NEW SERIES**
- Glutton for Punishment: Record-Breaking Edition **NEW SEASON**
- Ace of Cakes **FINAL SEASON**

Glutton for Punishment: Record-Breaking Edition

- The Best Thing I Ever Ate **NEW SEASON**
- Food Network Challenge **NEW SEASON**
- Diners, Drive-Ins & Dives **NEW SEASON**
- Cook Yourself Thin **NEW SERIES**
- Delicious Miss Dahl **NEW SERIES**
- Mexican Made Easy **NEW SERIES**
- Barefoot Contessa **NEW SEASON**

- 5 Ingredient Fix **NEW SEASON**
- Cooking for Real **NEW SEASON**
- Top Chef Canada **NEW SERIES**
- Eat St. **NEW SERIES**
- The Great Food Truck Race **NEW SERIES**
- Outrageous Food **NEW SERIES**
- Kid in a Candy Store **NEW SERIES**

new and returning series

Pitchin' In

Lynn Crawford is back for a new season of her award-winning series. *Pitchin' In* won the Banff World Television Festival Rockie Award for Lifestyle & Information Program. Lynn was also nominated as best host in a lifestyle program at this year's Gemini Awards.



Ace of Cakes

After nine seasons, Food Network has announced that the 10th will be the last for *Ace of Cakes*. But Duff and his cake 'architects' aren't going quietly—episodes include the US Tennis Open, 1500th episode of *Who Wants to be a Millionaire*, a Duff appearance on *The Price is Right* and a cake for Betty White.



Cook Yourself Thin

Based on the successful British series and popular "Cook Yourself Thin" cookbook, culinary experts Harry Eastwood, Allison Fishman and Candice Kumai show guests how to lose their unwanted inches by replacing extreme dieting with clever cooking. Each episode of this U.S.-based series follows one guest as she learns simple ways to transform her favourite high-calorie meals into delicious, healthier fare.

Delicious Miss Dahl

The delectable Sophie Dahl brings her culinary prowess with a cookery series, marrying her talent for storytelling with fresh, enticing recipes. Each episode is themed around an emotional thread including romance, nostalgia and escapism. With food as the centerpiece, she revisits treasured places, revealing the personal resonance behind each of her recipes.

Mexican Made Easy

Professional chef and cookbook author Marcela Valladolid prepares a fresh take on Mexican food and shares simple and authentic recipes. Marcela, inspired by her dual Mexican and Southern Californian upbringing, transforms stereotypes of the cuisine into healthy and easy-to-prepare Mexican meals. Whether serving home-cooked dinners for her son or entertaining friends and family, Marcela brings to the table fresh flavour that fits all tastes.

Top Chef All-Stars

They're back and they're ready for redemption—*Top Chef* congregates a dream team of 18 past 'chef'testants who nearly won the title to return to see if they have what it takes. The 2010 Emmy Award-winning *Top Chef* returns to New York City for a new season with host Padma Lakshmi and head judge chef Tom Colicchio, alongside judges Gail Simmons and new this season, best-selling author and chef Anthony Bourdain.

24 Hour Restaurant Battle

Hosted by internationally renowned chef, restaurateur and owner of Toronto's Scarpetta restaurant, Scott Conant, each episode features dueling teams of aspiring restaurateurs who have 24 hours to conceive, plan and open their own restaurants for one night. When the doors open, each restaurant serves a discerning group of diners, along with Scott and a rotating panel of judges. Based on the restaurant's concept, execution and viability, the judges choose a winning team to receive \$10,000 in seed money toward realizing their dream.



Cupcake Wars

It's cupcake vs. cupcake in Food Network's tastiest competition yet! In each episode four of the top American cupcake bakers face off in challenges until only one decorator remains. The sweet prize: \$10,000 and the opportunity to showcase their cupcakes at the winning gig—whether it's baking for a special *Ace of Cakes* anniversary celebration, a star-studded magazine party or an A-list celebrity golf tournament.

foodnetwork.ca

DIGITAL INITIATIVES, STATISTICS AND INNOVATIONS

- 451,000 unique visitors/month
- 5.6 million page views/month
- Over 11 minutes per visitor/month – number 1 in the Food category
- Over 37% of the audience is F25-54 indexing 142 vs. the online population
- Over ½ million downloads of foodnetwork.ca's mobile apps for iPhone, Blackberry and Nokia



Food Network iPhone app

Source: Unique Visitors and Profile data comScore Inc. Media Metrix. Page Views Omniture Site Catalyst. All data September-November 2010 average

foodnetwork.ca's App stats from iTunes connect for iPhone, Polar Mobile for Blackberry and Widgefacts for Nokia

coming soon



TOP CHEF CANADA

Head Judge: Mark McEwan
Host: Thea Andrews

Top Chef Canada

In this high stakes competition audiences will get to see the next generation of Canadian culinary pros in action. Each week the chefs compete in Quickfire and Elimination Challenges that will showcase the diverse range of world cuisines that have found a place at so many dinner tables throughout the country. At the centre of the competition is critically acclaimed superstar chef Mark McEwan who assumes the role of Head Judge. Chef McEwan will issue the challenges, taste the food and invite some of the world's best chefs to join him at the judges' table where they will decide who stays and who goes. At stake is a \$100,000 cash prize and the title of Canada's Top Chef.

Eat St.

Eat St. is a lip-smacking celebration of North America's tastiest, messiest, and most irresistible street food. From Tijuana-style tacos served out of an Airstream trailer to pizzas baked in a brick oven on wheels, classic dogs with all the fixin's and sirloin burgers slathered in bacon jam (yes, bacon jam!), food cart fare is the hottest trend going. The stars of the show are the vendors -- mavericks with creative takes on mobile meals and inspiring stories to tell. Seeking out the very best curbside eats, *Eat St.* is your grease-stained roadmap to the ultimate street food experience.

The Great Food Truck Race

Hosted by Tyler Florence, the series pits seven teams - representing the country's best food trucks - against each other to hit the road and cook their way across America. Each week, the teams that sell the most food race on to the next episode. The losing team drives home. In the end, one food truck remains, and the team behind the wheel and the grill wins the \$50,000 grand prize.

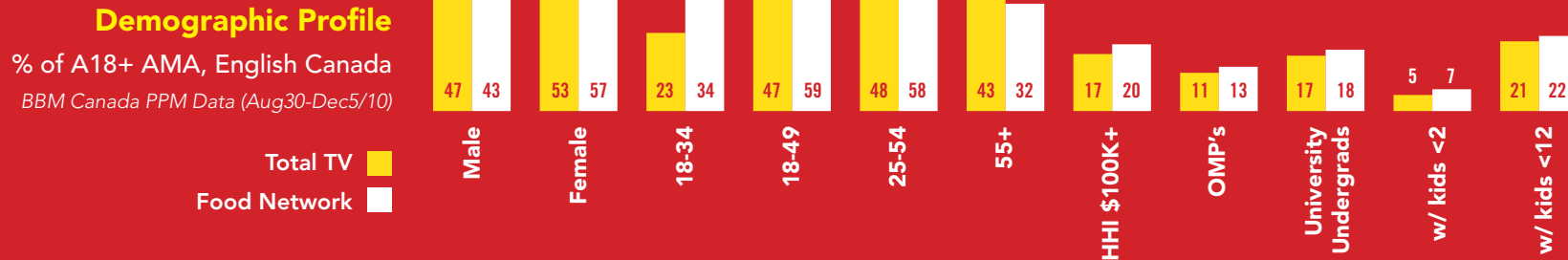
Outrageous Food

In *Outrageous Food*, "Big Chef" Tom Pizzica, is on a quest to unearth the most jaw-dropping, eye-popping, occasionally heart-stopping foods in the country — dishes that give "outrageous" a whole new meaning. From the absurdly spicy ("Ninja" sushi rolls made with fresh habaneros, cayenne peppers and wasabi oil) to the ridiculously pricey (the \$175 burger made with Kobe beef, black truffles and foie gras), Tom learns the secrets of these out-of-this-world eats from the chefs at all the locales.

Kid In a Candy Store

Join Adam Gertler, the epitome of a big kid in a candy store, as he travels coast to coast and proves that some of the coolest, quirkiest and tastiest treats come from the world of sweets. In this new series, he'll introduce us to the people and places creating whimsical confections and desserts to satisfy your sweet tooth. From wild and wacky twists on traditional favourites, like deep-fried cupcakes or sweet beet ice cream, to the most scrumptious and creative candy, cakes and frozen snacks in America, this sweet joyride will make you feel like a kid again.

Audience Profile



More likely to:

- Enjoy going to the bar/pub (118), fine dining (125), going to professional sporting events (122), musical concerts (111) and the casino (118 past 4 months)
- Exercise regularly (110), play individual/team sports (142), enjoy gardening (113) and travel 4+ nights in their own province (109), out of the province (125) and in the US (156)
- Spend time online streaming TV (130) and other video (108), listening to radio (129), visiting social networking sites (108), playing online games (121) and sending instant messages (110)
- Use their media/MP3 or mobile device to text (108 mobile), for photos (126 mobile), use GPS (151 mobile), email (124 mobile), download (171 mobile) and listen (115 media/MP3) to music and download (148 mobile) and watch (135 mobile) video
- They spend \$10,000+ on home improvements (139) and \$30,000+ on a vehicle in the past 2 years (113)

Source: BBM Canada PPM Data (F10 = Aug30-Dec5/10) / English Canada/Comp% of Adults 18-54

Key Research Findings

- Record growth of 26% AMA over last Fall with gains across most dayparts
- Moved into the top 10 in key demographics: A25-54, A18-49, F18-49 and F25-54
- *Diners, Drive-In and Dives* continues to be the #1 program and experienced audience growth over last Fall
- The latest edition of *Top Chef* grew 12% over last Fall
- 67% of viewers rank Food Network among their favourite channels - more than any other specialty channel!*
- Ranks #1 for attentiveness to ads*
- Food Network audiences are more likely to care about the advertising, and be inspired to make purchases, than audiences of any other specialty channel*

Source: BBM Canada PPM Data (F09 = Aug31-Dec6/09/F10 = Aug30-Dec5/10) / Total Canada/Adults 25-54 unless otherwise noted

*Source: Specialty Engagement Study, SRG/Canwest, Nov. 2009 W25-54



twistTV

Life throws curves.

Twist TV is all about real life with a twist; capturing the experiences of everyday people facing extraordinary situations. The channel's diverse cast of characters and their colourful stories – from unique personal challenges, to difficult family issues, to unusual medical circumstances - are always relatable and often outrageous. With a lineup of programming that includes tales of out of control kids, pageant moms and life changing health situations, audiences are guaranteed to be hooked.

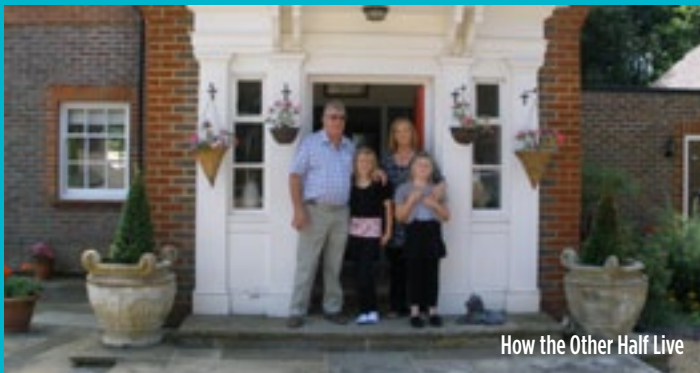


Little Miss Perfect

new series and seasons

Find My Family

Find My Family reunites long-lost family members who have been separated for various reasons or circumstances. With the help of a dedicated team of researchers this show helps fill the gaping holes in people's identities often left by the absence of family members.



How the Other Half Live

How the Other Half Live

How the Other Half Live aims to show just what it means to grow up in poverty in 21st-century Britain. Each episode follows the story of two families as a wealthy family decides to assist one that is living below the poverty line. Each family hopes that their children will gain from the experience by understanding what life is like for others. The series raises important questions about how we respond to the poverty on our own doorsteps.

World's Strictest Parents UK

World's Strictest Parents follows the journey of two unruly teens from different families as they are forced to adapt to the rules and regulations of very strict host parents. In each episode two misbehaving teens will be subject to their host parents' punishment for breaking rules and skipping chores, forcing them to curb their self-destructive behavior.

Mario Lopez: Saved by the Baby

Watch as *People Magazine's* Sexiest Bachelor, Mario Lopez, makes the transition to fatherhood as he and girlfriend, Courtney Mazza, prepare for the birth of their first child.

marathons

Raising Sextuplets



Jenny and Bryan Masche are back raising their toddler sextuplets and trying to survive a job loss and living on one salary.

Wife Swap UK

This series lifts the lid on the choices different people make: how they divide up parenting, shopping and housework, spending priorities and what they want from their social life. Here is a rare opportunity to witness what it is like to live someone else's life and experiences.



Supernanny

Supernanny features professional nanny Jo Frost, who devotes each episode to helping a family where the parents are struggling with their child rearing. Through instruction and observation, she shows the parents alternative ways to discipline their children and regain order in their households.

Little Miss Perfect

'Little Miss' contests are a storm of hope, anxiety, dreams and despair, as young families buy thousand-dollar dresses and dentures for children barely out of diapers. To supporters, there is no better training ground for life. To critics, the pageants are exploitative and inappropriate. For or against, you can't ignore this strange American phenomenon.

Great American Road Trip

Great American Road Trip sees seven ordinary families set off for a funny, heart-warming adventure of a lifetime. Over eight episodes, they take a road trip across the US, travelling in specially branded RVs. Forced to live on top of each other, they soon find out that there's nowhere to hide... but that's the least of their worries.



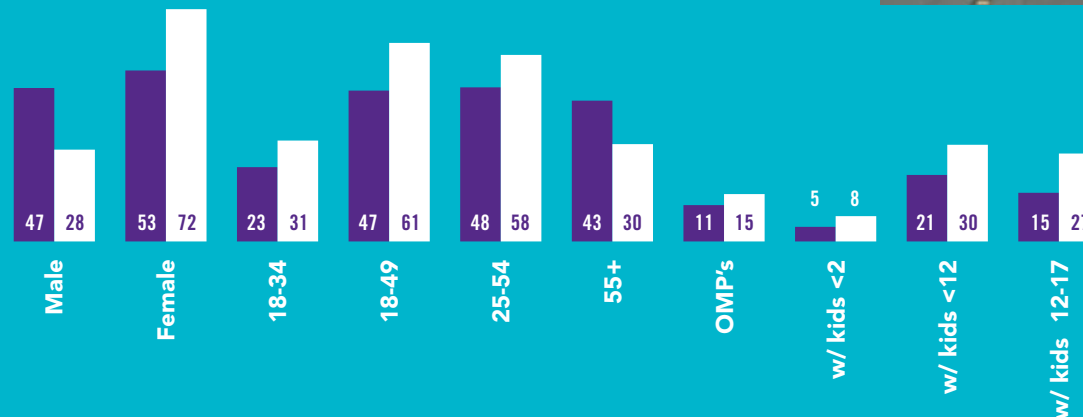
Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

BBM Canada PPM Data (Nov1-Dec5/10)

Total TV ■
Twist TV ■



More likely to:

- Enjoy casual/ family dining (117), fine dining (124), coffee/donut shops (118) and visiting a bar or pub (106)
- Spend their entertainment and leisure time going to the movie theatre (131), musical concerts (148), travelling (120) in the past year and gardening (128)
- Spend time online for social networking (110), instant messaging (152) and listening to regular radio (128)
- Carry a mortgage (107), invest \$10,000+ on home improvements (190) and spend \$30,000+ on a vehicle (147)
- Have government savings bonds (142), personal loans (124) and term deposits/GICs (108)

Source: BBM Canada PPM Data (Nov 1-Dec 5/10) English Canada/Comp% of Adults 18-54

For more, please visit ShawMedia.ca - 17



MY VICE IS SLICE

With highly addictive, guilty-pleasure programming, **Slice™** is a juicy channel women crave and love. Offering the very best in lifestyle television, **Slice™** brings an unapologetic approach to topics that matter to women including family, fashion, relationships, diet, celebrity, finances and gossip – to name just a few.

new series

Rich Groom Poor Groom

Rich Bride Poor Bride has its very own spinoff! *Rich Groom Poor Groom* promises to bring the same high stakes drama you've come to know and love, with a whole new twist: the groom plans the entire wedding! Everything he chooses is kept secret from his bride, including her dress! For \$5,000 the bride surrenders control and is kept completely in the dark until the big day. He's ready for the challenge, but is she ready for the outcome?

The Real Housewives of Beverly Hills

The Real Housewives of Beverly Hills offers a glimpse inside the world of luxurious wealth and pampered privilege, where being seen and who you know is everything. These women are in the centre of it all and they have the mansions, the cars, and the diamonds to prove it. From heiresses to entrepreneurs to a family of child actresses, *The Real Housewives of Beverly Hills* delivers more star power and drama than any of the other *Real Housewives* series! The wives include Paris Hilton's aunts and Kelsey Grammar's ex, Camille.



Til Debt Do Us Part: Home Edition

To save families from the doldrums of debt, each episode of *Til Debt Do Us Part: Home Edition* follows financial wizard Gail Vaz-Oxlade as she helps families go from red to black by getting to the root of their destructive spending habits. In this special series, Gail helps homeowner couples cope with new financial realities. Will they lose their house if they don't change their ways?

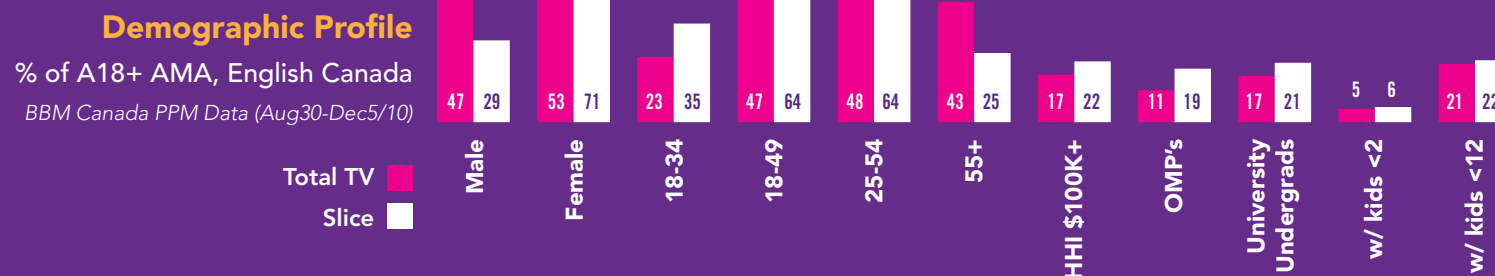
Puppy SOS

Does your puppy rule the roost? Is your family fighting over puppy problems like who gets to sleep on the bed, who picks up after the puppy and the best way to train "Max"? This can spell trouble for the family, and it's time for puppy behaviourist Brad Pattison to come to the rescue – *Puppy SOS* style. These canine companions will be transformed from monster mutts to perfect puppies and the family will be saved right along with them.

sunday movies

- Jerry Maguire / Top Gun
- The Truman Show / Mona Lisa Smile
- Miss Congeniality I & II
- Charlie's Angels / Days of Thunder
- About a Boy / Pay it Forward

Audience Profile



More likely to:

- Be the principal shopper (125), have moved in the past year (132) and spend \$10,000+ in home improvements
- Enjoy gardening (111), playing individual/team sports (145), going to the movie theatre (107), Live/Ballet/Opera/Art/Museum (108), music concerts (113) and the casino (126)
- Use their time online to visit social networking sites (120), play online games (111) and send instant messages (137)
- Use their media/MP3 or mobile device for text (116 mobile), photos (130 mobile), e-mail (116 mobile), listen to music (117 media/MP3) and download (124 mobile) and watch (120 mobile) video

Source: BBM Canada PPM Data (F10 = Aug30-Dec5/10) / English Canada/Comp% of Adults 18-54

Key Research Findings

- Top 20 against key demos
- The premiere season of Canadian produced *Princess* with Gail Vaz-Oxlade, was Slice's 3rd most popular program against W25-54 and doubled the audience for the time period over last year
- Maintained historical W18-49/W25-54 overall audience delivery
- The *Real Housewives* franchise remains a strong audience driver with New York, New Jersey and DC editions dominating the program rankers on Slice

Source: BBM Canada PPM Data (F09 = Aug31-Dec6/09/F10 = Aug30-Dec5/10) / Total Canada

Slice.ca

DIGITAL INITIATIVES, STATISTICS AND INNOVATIONS

- 104,000 Unique Visitors/month – up 10% YoY
- 800,000 page views/month – up 17% YoY
- Over 8 minutes per visitor/month
- 52% of the audience is W18-49, indexing 193 vs. the online population
- All *Real Housewives* series full episodes coming to the site this Spring



Source: Unique Visitors and Profile data comScore Inc. Media Metrix

Page Views Omniture Site Catalyst.
All data September-November 2010 average



Home Improvement Television

DIY Network Canada is the go-to destination for rip-up, knock-out home improvement television. **DIY's** programs and experts answer the most sought-after questions and offer creative projects for do-it-yourself enthusiasts. With a schedule packed with entertaining shows, stunts and specials, **DIY Network** is set to assist Canadian viewers with all their basic home improvement needs from small-scale fix-it jobs to major home renovations.

DIY Network is a trademark of Scripps Networks, LLC, used with permission.

new content

The Vanilla Ice Project Robert Van Winkle

Best known for his '90s music, pop icon Vanilla Ice trades in the mic for a toolbelt in this exclusive new home renovation series. In each episode of *The Vanilla Ice Project*, Vanilla Ice (aka Robert Van Winkle) and his crew of contractors get down to business and renovate a different room of a 7,000-square-foot Palm Beach mansion – Ice style.

Disaster House Josh Temple

As other networks build and improve on homes, DIY Network actually has the guts to totally destroy its very own house just to repair it! *Disaster House* suffers very real damage like dropping a half-ton piano from almost 10 stories high, sponsoring the first sanctioned roller derby inside the living room, and having Page, an 8,000-pound African Elephant, help clog the toilet. These outrageous experiments accelerate the typical wear and tear a house incurs and mimic common catastrophes so viewers can discover what it takes to repair some of the biggest mishaps homeowners face today.



The Vanilla Ice Project

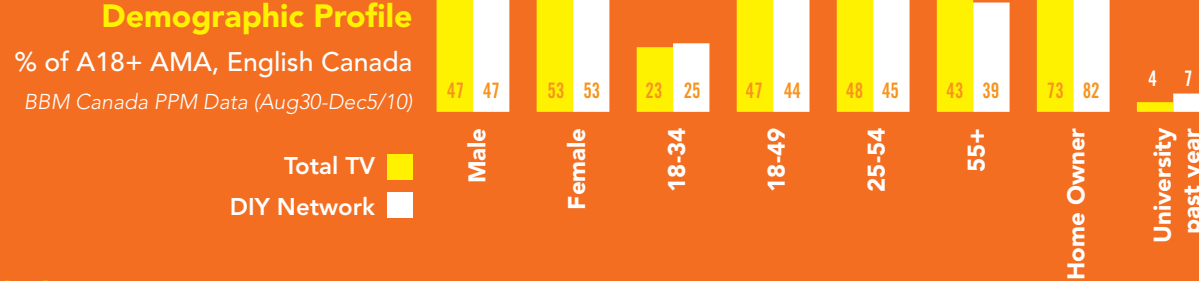
Run My Renovation

In every half-hour episode of *Run My Renovation*, homeowners allow a room in their house to be completely transformed according to the whims of online users, who vote on everything from flooring to fixtures, cabinets to cooktops, and moldings to mantelpieces. When the votes are tallied, it's up to our contractor/host, with a little help from the homeowners, to pull all of the elements together into an amazing room.



Run My Renovation

Audience Profile



More likely to:

- Enjoy going to the coffee shop (113), fast food restaurants (109), casual/family dining restaurants (125) and fine dining restaurant (116)
- Go to a bar/pub (138), professional sporting events (171), enjoy gardening (132) and went to the casino in the past 4 months (128)
- Spend time online streaming TV (109) and other video (136), visiting social networking sites (134), playing online games (107) and sending instant messages (111)
- They use their media/mp3 or mobile device to text (125 mobile), for photos (121 mobile), listen to music (176 media/MP3) and watch video on media/MP3 or mobile device (208 mobile)
- Spend \$10,000+ on home improvements (119) and \$30,000+ on a vehicle in the past 2 years (118)

Source: BBM Canada PPM Data (F10 = Aug30-Dec5/10) / English Canada/Comp% of Adults 18-54

Kitchen Impossible



Disaster House



For more, please visit ShawMedia.ca - 21

HISTORY TELEVISION HD

History Television is Canada's number one source for entertaining programs that bring to life people and events from the past and history in the making.

March of the Dinosaurs

new and returning content

Pawn Stars

The #1 program on History Television, "Old Man", Rick and Corey Harrison are one of the most popular families on television, appraising, buying and pawning items ranging from the obscure to the truly historic.

The Kennedys



This revealing four-part movie event chronicles the lives of one of America's most legendary families, from the early childhood of JFK, to the tragic day of his assassination. The star-studded cast includes Greg Kinnear as President John F. Kennedy, Katie Holmes as First Lady Jackie Kennedy, Tom Wilkinson as Ambassador Joe Kennedy Sr. and Barry Pepper as Attorney General, Robert Kennedy.

Top Gear

An American spin-off of the popular UK series, *Top Gear* is packed with super-cars, extreme stunts, driving challenges, automotive reviews and celebrity guests. The series features champion rally driver Tanner Foust, comedian Adam Ferrara, and racing analyst Rutledge Wood.

Canadian Pickers

A spin-off from the popular American series, *Canadian Pickers* follows 'pickers' Sheldon Smithens and Scott Cozens on their cross-Canada adventure as they travel to back roads, basements, sheds and barns searching for forgotten national treasures and unlikely gems with historical, collectible and pop culture value.

March of the Dinosaurs

This full-length animated feature tells the story of the southern migration of a herd of dinosaurs as they embark on a 1,000 mile trek across the North Pole.



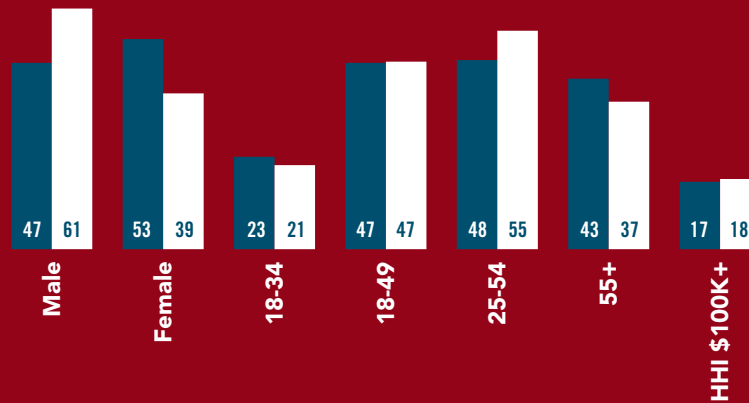
Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

BBM Canada PPM Data (Aug30-Dec5/10)

Total TV ■
History Television ■



More likely to:

- Travel for business in their own province (125), out of province (132) and in the US (123)
- Have spent \$1,000-4,000 on home improvements (114)
- Spend their time online playing online games (110) and uploading content (126)
- Use their mobile devices to download music (116) and video (121), use GPS function (129), listen to music (154) and watch video (130)
- Own a domestic vehicle (108) and spent \$40,000+ on a vehicle in the past 2 years (111)

Source: BBM Canada PPM Data (F10 = Aug30-Dec5/10) / English Canada/Comp% of Adults 18-54

Key Research Findings

- History Television breaks all-time record with nearly 1 million Canadians watching the premiere of *IRT: Deadliest Roads* - January 12, 2011
- An AMA powerhouse, History Television is the 2nd most watched specialty network in Canada (A25-54)
- Overall AMA has increased 20% over last Fall with virtually all dayparts experiencing growth
- *Pawn Stars* was this Fall's #2 regular specialty series followed closely by *American Pickers* and *Ice Road Truckers*

Source: BBM Canada PPM Data (F09 = Aug31-Dec6/09/F10 = Aug30-Dec5/10) / Total Canada/Adults 25-54 unless otherwise noted



History.ca

DIGITAL INITIATIVES, STATISTICS AND INNOVATIONS

- 45,000 Unique Visitors/month
- 435,000 page views/month – up 35% YoY
- 6 minutes per visitor/month – more than doubled YoY
- Innovative digital experiences for new programs *Museum Secrets*, *Battle Castle* and *Canadian Pickers*



Source: Unique Visitors and Profile data comScore Inc. Media Metrix

Page Views Omniture Site Catalyst.
All data September-November 2010 average



National Geographic Channel invites viewers to 'live curious' through its smart, innovative programming that questions what we know, how we view the world and what drives us forward.



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new and returning content

Repossessed

Repossessed follows Larry Pittman's JAM Recovery team as they work around the clock to track down vehicles up for repossession.



Dog Whisperer

Hard Time

Two of Georgia's toughest maximum-security prisons uphold the unique belief that treating prisoners like well-disciplined soldiers will stop them from acting like criminals.

Fish Warrior

Lifelong angler and world record-holding fisherman Jakub Vagner embarks on extreme fishing expeditions to the most remote regions of the world.

Dino Week

Premieres February 22 - 27

The week long-event includes *Jurassic CSI* and the premiere of *Make ME a Dino*.

Wild Justice

The highest rated series premiere ever for NGC US, *Wild Justice* follows California Game Wardens hunting down criminals who commit crimes against defenseless animals.



Fish Warrior

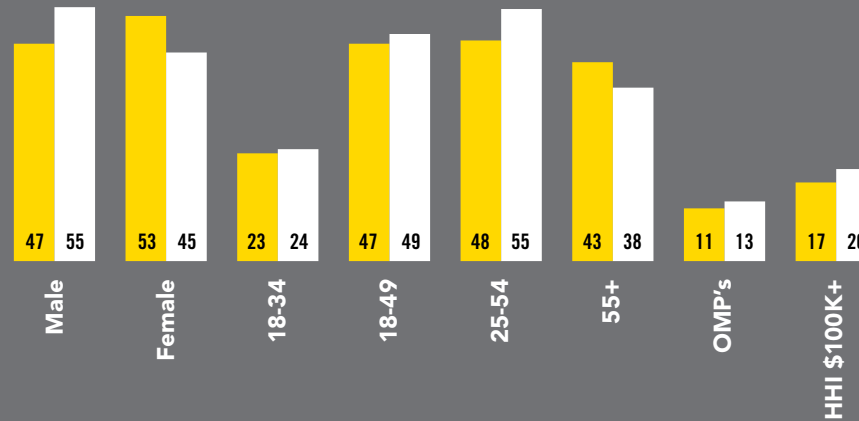
Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

BBM Canada PPM Data (Aug30-Dec5/10)

Total TV ■
National Geographic Channel ■



World's Deadliest Animals

More likely to:

- Enjoy fine dining (111), go to a bar/pub (109), attend music concerts (108) and go to a casino (137 past 4 months)
- Be physically active, participate in regular exercise (118) and garden (147)
- Invest in their homes by doing home improvements of \$10,000+ and have a mortgage (110)
- Have registered retirement savings plans (105), registered retirement income (109) or a line of credit (109)
- Spend \$40,000+ on a vehicle (111 past 2 years) and enjoy travel out of province 4+ nights (126)
- Use their mobile device for email (125), to download music (129), video (150), to listen to music (108) and for GPS (155)

Source: BBM Canada PPM Data (F10 = Aug30-Dec5/10) / English Canada/Comp% of Adults 18-54

Key Research Findings

- Canada's #1 ranked digital network!
- Increased its AMA by 38% in FL10 vs FL09
- Is the only digital to rank in the top 20 specialties, ranking at #16 in FL10 (analog & digitals A25-54) up from #21 in FL09

Source: BBM Canada PPM Data (F09 = Aug31-Dec6/09/F10 = Aug30-Dec5/10) / Total Canada/Comp% of Adults 25-54



SHOWCASETM CASE

Showcase is the home of the best collection of top-rated network dramas, blockbuster movies and the best exclusive cable programs in Canada.

new and returning content

Covert Affairs

Covert Affairs follows Annie Walker, a young CIA trainee thrust into the inner sanctum of the agency. Appearing to be promoted to field operative for her exceptional linguistic skills, her CIA bosses really chose her to execute their own agenda. Stars Golden Globe® Nominee Piper Perabo (*Cheaper by the Dozen*) and Christopher Gorham (*Ugly Betty*).

Burn Notice

After coming face to face with the group of people that burned him, Michael Western must figure out his next move while staying ahead of anyone else that may have him in their crosshairs. In the meantime, he continues to use his unique skills and training to help people in desperate need of assistance. Stars Jeffrey Donovan (*Touching Evil*) and Gabrielle Anwar (*The Tudors*).



Burn Notice



Covert Affairs

Fairly Legal

Lip gloss legal dramedy *Fairly Legal* centres on Kate Reed (Sarah Shahi; *The L Word*), a top litigator at her family's law firm. Fed up with the daily injustices of the system, she decides to become a mediator. Boasting legal smarts, savvy, and intuition, Kate is a natural at resolving any conflict – except when it comes to her personal life.

Endgame

Endgame introduces viewers to Arkady Balagan, a brilliant chess master traumatized by the murder of his fiancée. He has become a prisoner in his luxury hotel, terrified to step outside. To pay his bill, Balagan starts solving mysteries remotely - using an unlikely band of hotel employees and chess fanatics to do his legwork. Stars Shawn Doyle (*Big Love* and *24*).

King

King stars Amy Price-Francis as Jessica King, the newly appointed lead investigator of Toronto's Major Crimes Task Force. When police detectives are stumped, King is called in to take over the investigation. Fiercely intelligent, funny and shamelessly sexual, she's survived eight years in homicide, two marriages and multiple stab wounds. As an investigator, King is a lateral, imaginative thinker whose unique eye for detail turns cases around, and she has a rare quality: King doesn't need to be liked.

XIII

Stuart Townsend stars in the series as *XIII*, a skilled and lethal former secret agent who can't remember his past and sets out on a quest to uncover his true identity.

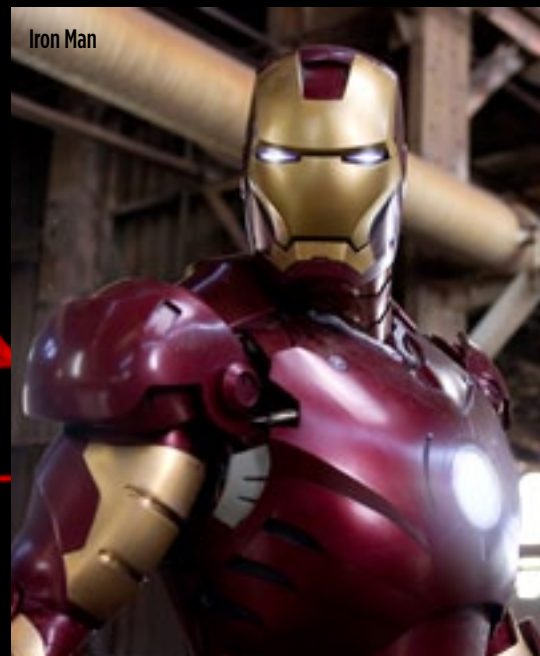
movies

Iron Man

When wealthy industrialist Tony Stark is forced to build an armoured suit after a life-threatening incident, he ultimately decides to use its technology to fight against evil. Stars Robert Downey Jr. and Gwyneth Paltrow.

Hancock

A hard-living superhero who has fallen out of favour with the public enters into a questionable relationship with the wife of the public relations professional who's trying to repair his image. Stars Will Smith and Jason Bateman.



The Mummy: Tomb of the Dragon Emperor

Brendan Fraser returns as explorer Rick O'Connell to combat the resurrected Han Emperor (Jet Li) in an epic journey that races from the catacombs of ancient China high into the frigid Himalayas in *The Mummy: Tomb of the Dragon Emperor*.



Get Smart

Comic superstar Steve Carell takes on the role of Agent Maxwell Smart and Anne Hathaway steps into the shoes of sexy Agent 99 as the two superspies out to save the world from the nefarious forces of KAOS in this romp based on the classic television show created by Mel Brooks and Buck Henry.



Showcase.ca

DIGITAL INITIATIVES, STATISTICS AND INNOVATIONS

- 124,000 Unique Visitors/month – up 59% YoY
- 1.8 million page views/month – more than double YoY
- Over 17 minutes per visitor/month – almost triple YoY
- Ground-breaking interactive experience featuring a Virtual Alternate Reality Game with full 3D digital recreation for the brand new *Endgame* coming to Showcase



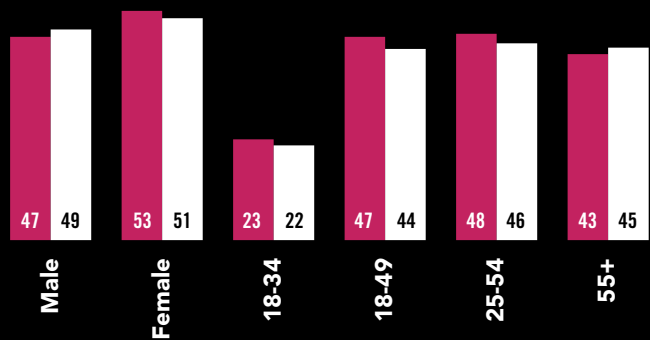
Source: Unique Visitors and Profile data comScore Inc. Media Metrix

Page Views Omniture Site Catalyst. All data September-November 2010 average

Audience Profile

Demographic Profile
 % of A18+ AMA, English Canada
 BBM Canada PPM Data (Aug30-Dec5/10)

Total TV ■
 Showcase ■



More likely to:

- Spend \$10,000+ on home improvements
- Use the internet to stream TV (107), listen to internet radio (113), download music (118), play online games (112) and send Instant Messages (108)
- Use their media/MP3 or mobile device to send texts (114 mobile), use GPS (109 mobile), for photos (111 mobile), watch video (123 media/MP3), download (109 media/MP3) and listen to music (108 media/MP3)
- Have a mobile phone for business use paid by themselves (133) or a prepaid mobile for personal use (113)

Source: BBM Canada PPM Data (F10 = Aug30-Dec5/10) / English Canada/Comp% of Adults 18-54

Key Research Findings

- AMA growth of 12% over last year
- Moved up in the rankings from #9 last Fall to #7!
- Canadian production, *Lost Girl*, was Showcase's #1 program, ranking among the top 10 regular specialty series.
- The premiere season of *Burn Notice* was one of Showcase's top 5 performers, increasing the Tuesday 10pm time period audiences by 53% over last Fall

Source: BBM Canada PPM Data (F09 = Aug31-Dec6/09/F10 = Aug30-Dec5/10) / Total Canada/Adults 25-54 unless otherwise noted



Continued from Page 7

Hyundai Mondays.” Additionally, *ET Canada*’s entertainment news stories that tied into the Monday night programs were “presented by Hyundai Mondays,” ensuring that maximum presence for Hyundai was secured during the competitive autumn period for automotive manufacturers.

For Hyundai’s marketers whose desire was to give Hyundai a big voice and increase brand awareness – the impact was as immediate as it was positive.

“As the Hyundai business continues to grow in this country, more and more Canadians are becoming familiar with our product. Yet, we’d found many people didn’t know how to pronounce our name properly,” said John Vernile, Vice President of Marketing at Hyundai Auto Canada. “Global’s exciting programming line-up provided us with a partnership opportunity not only on a day that rhymes perfectly with our name, but which

also reached a large number of Canadians on a regular basis.”

“The strength of Global’s Monday night lineup presented us with a unique opportunity to help Hyundai achieve their campaign goals,” said Errol Da-Ré, Senior Vice President of Sales at Shaw Media. “By creating unique media placements around our top shows, we’re keeping Hyundai top of mind for Canadians during one of the most important times of year for the brand.”

A creative hunger

Meanwhile the craving for creative strategies at Shaw Media was being sated by another multi-channel campaign: this time, seamlessly combining original content with product integration to edify Canadians on the importance of eating lunch.

In November, after months of working behind the scenes, Shaw Media and Healthy Choice served up “Let’s do Lunch,” a half-hour

original-content special aimed at educating Canadians about the value of eating lunch.

Hosted by leading meal-planning expert, author and Food Network personality, Sandi Richard, “Let’s do Lunch” premiered on Saturday, November 6 during a two-hour Food Network Canada programming marathon based exclusively on the theme of lunch. The highly targeted concept of the show was a first for Shaw Media and Healthy Choice and broke open a discussion around the mid-day meal and the role it plays in maintaining a healthy lifestyle.

It was a distinctive and effective approach to what Healthy Choice representatives felt was a singularly overlooked meal in the typical Canadian diet.

“Lunch is an important meal and we know that 85% of Canadians aren’t eating lunch every day, so we wanted to provide a unique way for them to learn more about how to



fit lunch into their busy schedules,” said Chanel Hall, Senior Brand Manager for Healthy Choice. “When we looked at ways to make lunch matter to Canadians, the partnership between Shaw Media and Healthy Choice Gourmet Steamers made sense.”

“Let’s do Lunch,” which was developed by Shaw Media and Starcom Mediavest Group was fully funded by ConAgra Foods and independently produced by Food Network’s internal production team. It was

Continued on Page 39

ACTION

Action brings you adrenaline-pumping entertainment. Our smash hit movies starring the world's greatest action heroes like Jason Statham, Bruce Willis and Jet Li will get your pulse racing. What are you waiting for? Get some!

new and returning content

Wanted

A frustrated office worker learns that he is the son of a professional assassin and that he shares his father's superhuman killing abilities. Stars Angelina Jolie and James McAvoy.



Hellboy II: The Golden Army

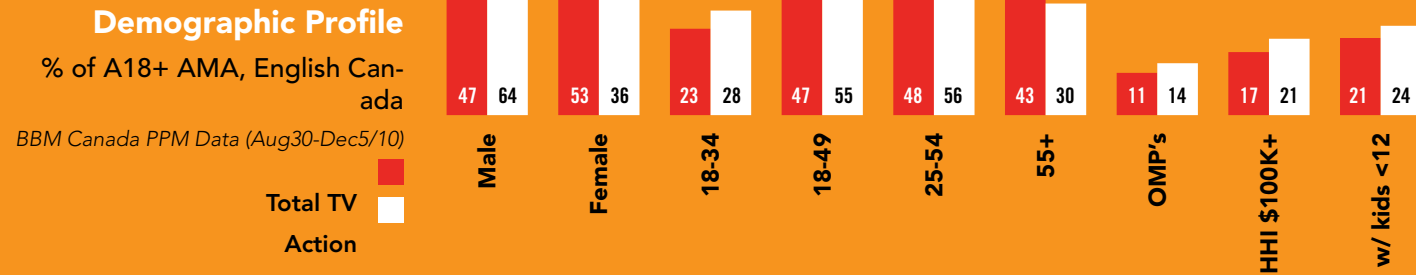
The mythical world starts a rebellion against humanity in order to rule the earth so Hellboy and his team must save the world from the rebellious creatures. Stars Ron Perlman and Selma Blair.

Tropic Thunder

Through a series of freak occurrences, a group of actors shooting a big-budget war movie are forced to become the soldiers they are portraying. Stars Robert Downey Jr. and Ben Stiller.



Audience Profile



More likely to:

- Have moved in the past year (121) and rent their home (139)
- Play individual/team sports (119)
- Spend over 15 hours at home on the internet (108) as well as downloading music (112) and sending instant messages (123)
- Use their media/MP3 or mobile device for photos (134 mobile), for GPS (131 mobile), listen to (206 media/MP3) or download (112 media/MP3) music, and download (124 mobile) or watch (120 mobile) video

Source: BBM Canada PPM Data (F10 = Aug30-Dec5/10) / English Canada/Comp% of Adults 18-54



SHOWCASE **DiVA**™

Showcase Diva is the savvy woman's favourite channel for the hit movies and popular series they love.

new and returning content

Nick and Norah's Infinite Playlist

High school student Nick O'Leary, member of the Queercore band The Jerk Offs, meets college-bound Norah Silverberg and she asks him to be her boyfriend for five minutes. Stars Michael Cera and Kat Dennings.



Nick and Norah's Infinite Playlist

Nights in Rodanthe

A doctor who is traveling to see his estranged son sparks a romance with an unhappily married woman at a North Carolina inn. Stars Diane Lane and Richard Gere.

Forgetting Sarah Marshall

Devastated Peter takes a vacation to Hawaii in order to deal with the recent break-up with his TV star girlfriend, Sarah. Little does he know that Sarah is traveling to the same resort as her ex ... and she's bringing along her new boyfriend. Stars Jason Segel and Kristen Bell.



Forgetting Sarah Marshall

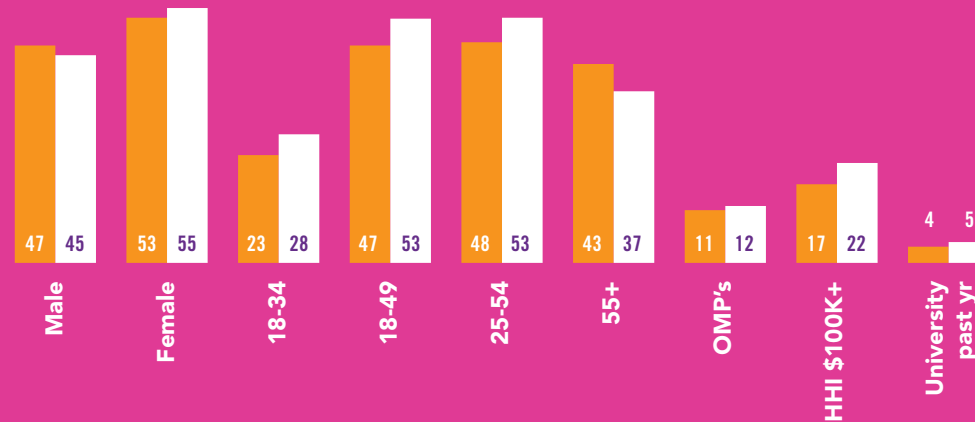
Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

BBM Canada PPM Data (Aug30-Dec5/10)

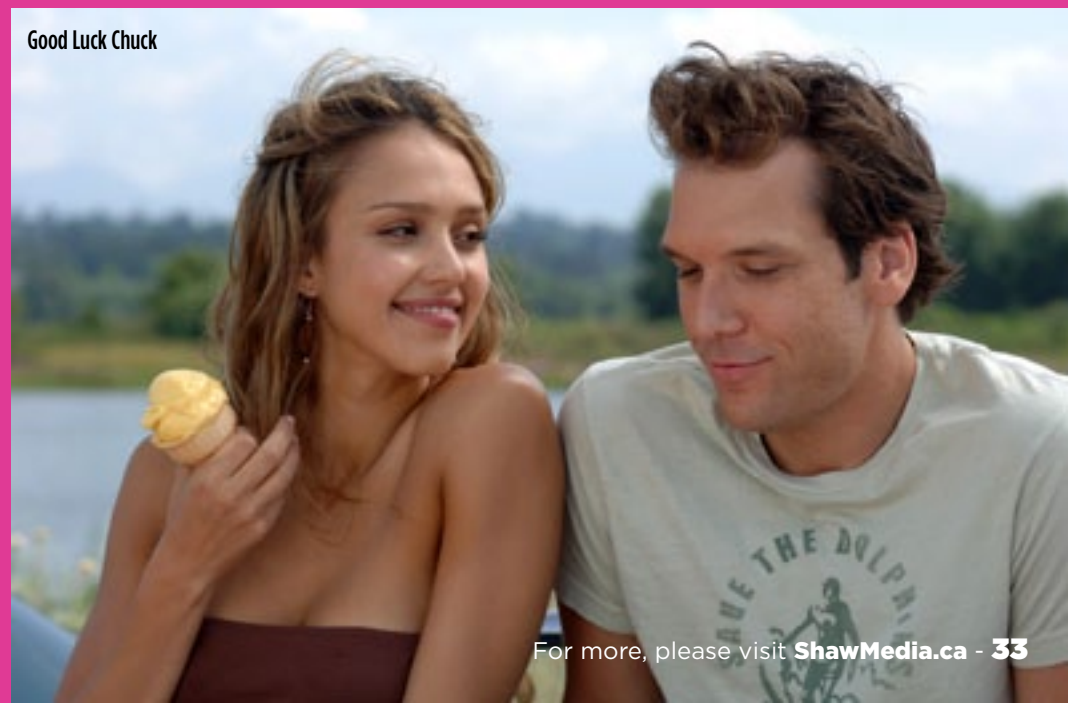
Total TV ■
Showcase Diva ■



More likely to:

- Enjoy going to the coffee shop (106), casual/family dining (107), fine dining (108) and going to live/ballet/opera/art/museum (109)
- Have travelled in the past 12 months (107), travelled 4+ nights in own province (124), out of own province (112) and to other destinations (151)
- Use their media/MP3 or mobile device to text (123 mobile), for photos (135 mobile), GPS (116 mobile), email (139 mobile), download (325 mobile) or listen to music (182 mobile) and watch video (200 mobile)
- Spend \$10,000+ on home improvements (128), own a domestic vehicle (116) or spend \$20,000 or more on a vehicle in the past 2 years (106)
- Spend time online streaming TV (132) and other video (106), listening to radio (150), visiting social networking sites (110), playing online games (113) and sending instant messages (126)

Source: BBM Canada PPM Data (F10 = Aug30-Dec5/10) / English Canada/Comp% of Adults 18-54





The ultimate digital channel destination for big-ticket movies seven days a week. With over 250 movie titles each month and back-to-back movies on the weekend, **MovieTime** offers movie lovers unparalleled access to an extensive collection of favourite hits. From adventure-packed blockbusters to definitive movie moments, **MovieTime** presents a star-studded, jam-packed lineup that satisfies viewers' craving for hit movies. What time is it?... It's **MovieTime**! **MovieTime** is also available in HD.

new movies

Role Models

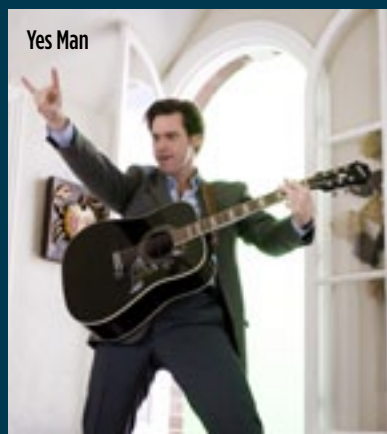
Danny (Paul Rudd) and Wheeler (Seann William Scott) are two salesmen who trash a company truck on an energy-drink-fueled bender. Upon their arrest, the court gives them a choice: do hard time or spend 150 hours of community service with a mentorship program. After one day with the kids, jail doesn't look half bad.

Eagle Eye

Jerry Shaw (Shia LaBeouf) and Rachel Holloman (Michelle Monaghan) are two strangers thrown together by a mysterious phone call from a woman they've never met. Threatening their lives and family, she pushes the two into a series of increasingly dangerous situations making them the country's most wanted fugitives.

Yes Man

Carl Allen (Jim Carrey) is a guy whose life is going nowhere – the operative word being "no" – until he signs up for a self-help program based on one simple covenant, to say yes to everything and anything.



Speed Racer

Born to race cars, Speed Racer (Emile Hirsch) is aggressive, instinctive and most of all fearless. But when Speed turns down a lucrative offer from Royalton Industries, he not only infuriates the company's maniacal owner but uncovers a terrible secret. The only way for Speed to save his family business and the sport he loves is to beat Royalton at his own game.



Watchmen

Set in an alternate 1985 America in which costumed superheroes are part of the fabric of everyday society. A masked vigilante Rorschach sets out to uncover a plot to kill and discredit all the past and present superheroes. Reconnecting with his former crime-fighting legion their new mission is to watch over humanity, but who's watching over the Watchmen? Starring Malin Akerman and Billy Crudup.

Step Brothers

Brennan Huff (Will Ferrell) is a sporadically employed 39-year-old who lives with his mother, Nancy (Mary Steenburgen). Dale Doback (John C. Reilly) is a terminally unemployed 40-year-old who lives with his father, Robert.



When Robert and Nancy marry and move in together, Brennan and Dale are forced to live with each other as step brothers.



Pineapple Express

When a lazy stoner (Seth Rogen) becomes the only witness to a murder by a crooked cop and the city's most dangerous drug lord, he and his dealer (James Franco) must run for their lives, with the bad guys hot on their trail.

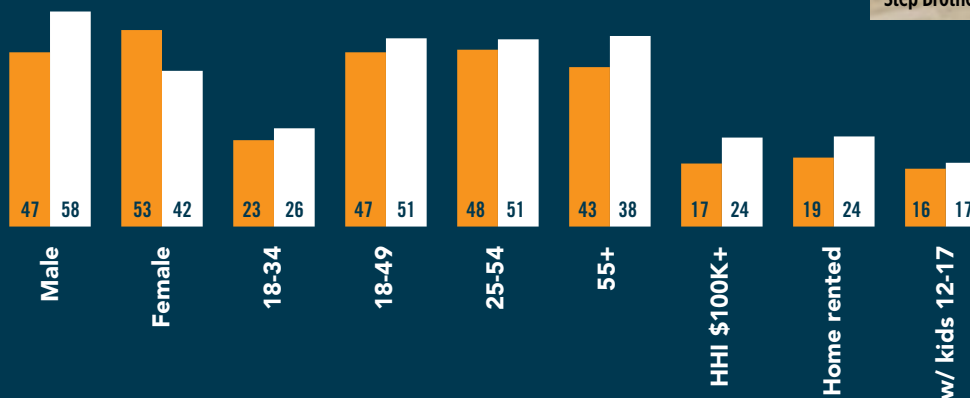
Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

BBM Canada PPM Data (Aug30-Dec5/10)

Total TV ■
MovieTime ■



More likely to:

- Enjoy fine dining (115), gardening (106) and travel 4+ nights in province (113) to the US (118) and other destinations (120)
- Play individual/team sports (135) and attend professional sporting events (133)
- Spend their time online streaming video (114) and sending instant messages
- Use their mobile device to text (112), for photos (126), GPS (153), email (131) and to listen (153) to and download (114) music.
- Purchase big ticket items such as \$40,000+ on a vehicle (219 past 2 years) and \$10,000+ on home improvements (119)
- Have a mortgage (105), stocks/mutual funds (105) or line of credit (107)

Source: BBM Canada PPM Data (F10 = Aug30-Dec5/10) / English Canada/Comp% of Adults 18-54



As the place where “Hit TV Lives” – **TVtropolis** is the home of back-to-back hit TV series offering TV lovers the ultimate destination to catch all their favourites. Viewers can find sitcoms such as *Golden Girls*, *Friends* and *Family Guy* as well as Canadian originals such as *Wipeout Canada* and *Instant Cash*. Hit reality TV lives here too with *Wipeout*, *Hoarders* and *Fear Factor*. **TVtropolis** is available in over six million homes across Canada.

new programs

Downsized

The Bruce family, a blended family of nine, once lived a lavish life full of vacations, expensive dinners and summer homes. Feeling the strain of the crippling recession, now the Bruces are flat broke with two homes in foreclosure and a collapsed contracting business. Witness a modern day Brady-Bunch use love, humour and discipline to navigate the very real stresses of life in modern America.

Seriously Funny Kids

Hosted by Heidi Klum (*Project Runway*), *Seriously Funny Kids* features Klum interacting with children bringing out the hilarious and often insightful things they say. Kids say the darndest things.

Downsized



Fear Factor

In each pulse-racing episode contestants and/or celebrities compete in a battle of unusual and mentally challenging stunts. Contestants are eliminated one-by-one through a series of death defying and un stomachable challenges.

Hardcore Pawn

As owners of Detroit's biggest pawn shop, the Gold family have bought and sold things you can't begin to imagine. Every day brings a new danger as the Golds operate a pawn shop in the heart of one of America's most troubled cities.

The Sing Off

The Sing Off features the country's top 10 a cappella groups performing popular songs in a way that viewers have never heard them before. There's no lip-synching, back-up band or safety net as the groups compete for the ultimate prize of an Epic Records/Sony Music recording contract.



Instant Cash

There's only one ATM machine in the world that gives unsuspecting contestants a chance to answer trivia and attempt physical challenges to win thousands of dollars just by inserting their bank card. Contestants have the opportunity to win money and a chance to hit a jackpot of \$15,000.

Wipeout Canada

The Canadian edition of this popular, hilarious game show sees hometown heroes run the world's largest – and funniest – obstacle course. Each week, 20 new competitors tackle the course in an effort to be named Wipeout Canada Champion. Contestants come from all parts of Canada, from sea to shining sea.

Wipeout Canada



returning programs

Wipeout

Twenty-four contestants compete against each other and the clock in hopes of winning the \$50,000 prize. Contestants must go through a couple of rounds by making it through four obstacle courses including the Dreadmill, Dizzy Dummy and the Sucker Punch Wall.

That 70's Show

Set in the era of Led Zeppelin 8-tracks, Tab cola and Farrah Fawcett posters, *That 70's Show* follows the antics of six high school kids looking for a good time as they deal with the joys and sorrows every teenager has growing up in Wisconsin.



Friends

Friends follow the lives, loves and trials and tribulations of Monica, Chandler, Joey, Phoebe, Ross and Rachel, as the six 30-somethings navigate their way through life in Manhattan.

Family Guy

In a wacky Rhode Island town, a dysfunctional family strives to cope with everyday life as they are thrown from one crazy scenario to another. *Family Guy* features the adventures of the Griffin family, Peter, Lois and their three kids – the youngest being a brilliant, sadistic baby bent on killing his mother and world domination.



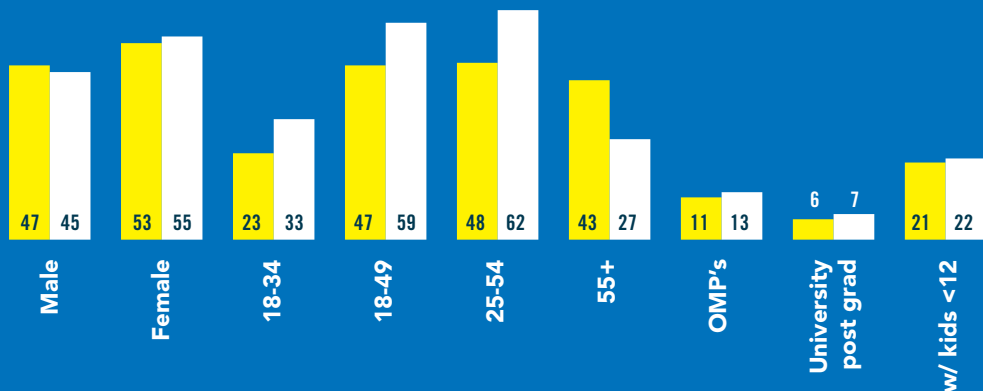
Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

BBM Canada PPM Data (Aug30-Dec5/10)

Total TV ■
TVtropolis ■



More likely to:

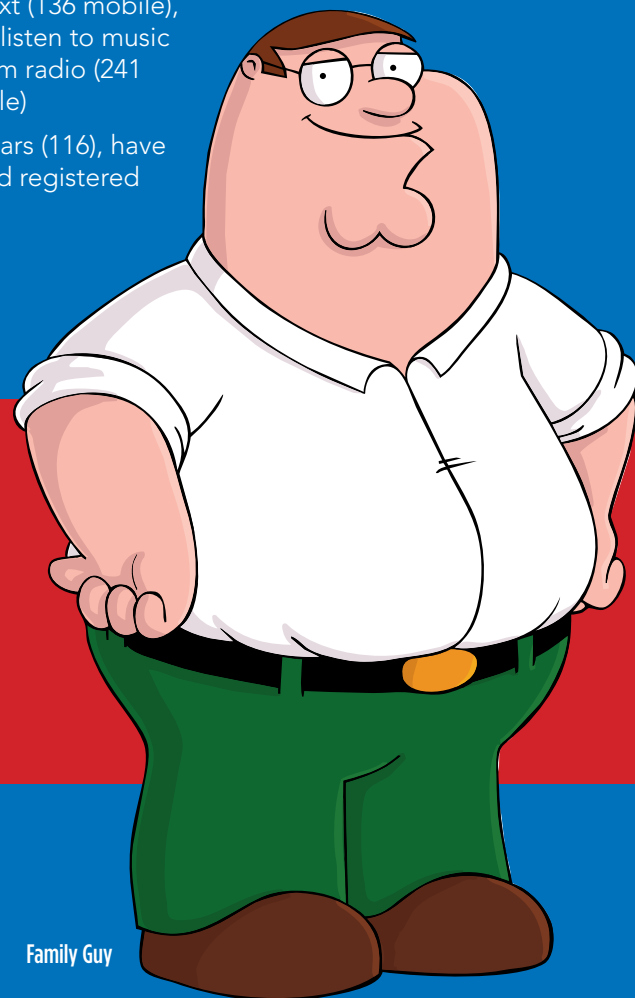
- Enjoy going to professional sporting events (115), live/ ballet/opera/art/museum (121), music concerts (118), the casino (154 past 4 months) and travelling within their own province 4+ nights (117)
- Spend time online to stream TV (110), listen to regular radio (126) and internet radio (146), download music (108) and visit social networking sites (141)
- Use their media/MP3 or mobile device to text (136 mobile), for photos (200 mobile), email (128 mobile), listen to music (110 media/MP3, 133 mobile), listen to am/fm radio (241 media/MP3) and download video (129 mobile)
- Spent \$30,000+ on a vehicle in the past 2 years (116), have personal loans (112), a line of credit (110) and registered retirement income (150)

Source: BBM Canada PPM Data (F10 = Aug30-Dec5/10) / English Canada/Comp% of Adults 18-54

Key Research Findings

- Maintained top 20 position in rankers against key demos
- Overall AMA is up 12% vs last Fall with audience growth experienced across most dayparts
- TV staples like *Friends*, *Frasier* and *King of Queens* continue to be top performers
- Multiple airings of *Wipeout* continuously land in the top 10

Source: BBM Canada PPM Data (F09 = Aug31-Dec6/09/F10 = Aug30-Dec5/10) / Total Canada/Adults 25-54 unless otherwise noted



Family Guy

Continued from Page 29

also available for continuous viewing on Food Network's Video on Demand channel and the Healthy Choice Gourmet Steamers Facebook fan page. The concept of the show extended to a dedicated show page on foodnetwork.ca and into three 15-second commercial spots featuring Richard that ran throughout the marathon and during breaks for regular programming on Food Network, HGTV Canada and Slice™.

"This partnership between Healthy Choice Gourmet Steamers and Shaw Media is exciting for Starcom because it is a unique and innovative way to reach consumers about a topic that's important to them and to the brand," says Claus Burmeister, Strategy Director for Starcom MediaVest Group. "The show is just one piece of a fully integrated marketing campaign that includes public relations,

social media, influencer outreach and now broadcast."

Padding success

Recently Shaw Media has also been setting the pace with mobile technology. With the December launch of Global Television's App for iPad, users of the unparalleled portable media device had wireless access to the network's library of premium content, including full episodes of popular shows like *House*, *The Good Wife*, *NCIS: LA*, *The Office*, *Rookie Blue* and *Survivor*, just to name a few.

If content was the hook, quality was the reel: the app includes such features as streaming available via Wi-Fi and 3G networks; a quality full-screen viewing experience; on-air TV schedules customized for local stations, complete with episode titles and descriptions; as well as behind-the-scenes footage and web-exclusive content.

The immediate success of the application – it reached the top spot on Apple's Canadian App store the week it launched – this certainly resonated with the launch sponsor, Schick Canada, a division of Energizer Canada Inc. The leading manufacturer of grooming products for men and women instantly enjoyed tremendous exposure with the project, which delivered more than 260,000 impressions and a click-through rate that has exceeded the average by a factor of 10.

The spirit of iPad's universally acclaimed innovation, it seems, was contagious.

"We're always looking for innovative ways for our customers to access content whenever, wherever they want," said Peter Bissonnette, President of Shaw Communications Inc. "Thanks to the exceptional video quality, super fast download capability and background footage,

audiences are amazed by the viewing experience with this new video application."

Their amazement is certainly tangible: users have made their engagement known with 3 million page views, ½ million visits, 400,000 video plays and an average of 21 minutes time spent per visit.*

Winning ways

Whether it's smarter cars, cutting edge technology or healthier choices, Shaw Media's clients have experienced and benefited from pioneering initiatives that have led directly to objectives being met, and expectations surpassed. The sales successes are not limited to these examples, of course. For a more comprehensive indication of Shaw's winning ways, please visit shawmedia.ca.

* Source: iTunes connect for downloads and Google Analytics for all other metrics.

mystery TV

As the home of current hit crime and suspense series, **MysteryTV** challenges true crime and drama lovers to solve a new puzzle every hour.

new and returning content

Law & Order: Special Victims Unit

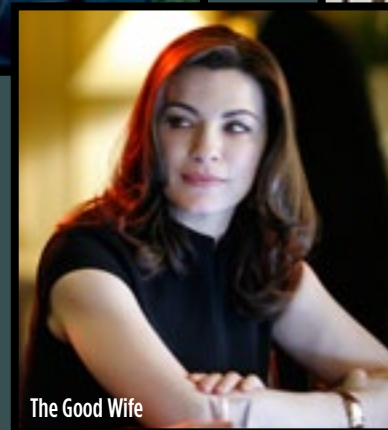
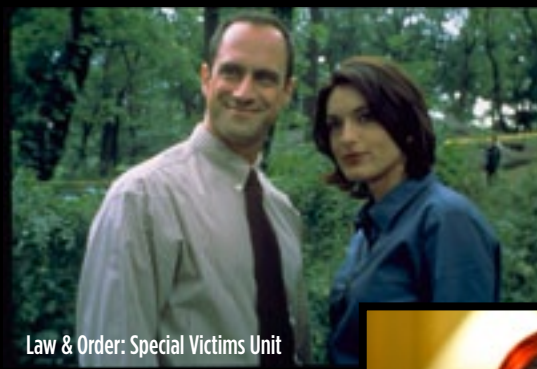
This show focuses on the Special Victims Unit, a new elite squad of NYPD detectives who investigate sexually related crimes. Stars Christopher Meloni and Mariska Hargitay.

The Good Wife

The *Good Wife* introduces Alicia Florrick, the wife of Peter Florrick. Peter, a former Chicago state's attorney, has been jailed following a very public sex and corruption scandal. Alicia returns to her old job as a litigator to rebuild her reputation and provide for her two children. Stars Juliana Margulies and Chris Noth.

Bones

Dr. Temperance Brennan solves cases with her uncanny ability to read clues left behind in a victim's bones. Stars Emily Deschanel and David Boreanaz.



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